



Ohio Grown: Local Food Creating Local Opportunities

Thursday, Aug. 9, 2012- The Ohio State University, Columbus, OH

CONFERENCE AGENDA

9:00 A.M. Welcome

- Tony Logan, Ohio State Director, U.S. Department of Agriculture (USDA) Rural Development
- Taped Remarks from U.S. Senator Sherrod Brown

9:15 A.M. Keynote: Increasing Access to Locally Grown, Healthy Food

- Kathleen Merrigan, USDA Deputy Secretary of Agriculture

10:00 A.M. Why Local? The Potential of a Local Food Economy

How does local food fit into the future of Ohio's economy? Can local food create jobs and opportunities for rural and urban Americans alike? What will it take to make sustainable agriculture a viable career and profitable business opportunity for Ohio farmers?

Moderator: Mike Hogan, OSU Extension Educator

Panelists:

- Doug O'Brien, USDA Deputy Under Secretary for Rural Development
- Casey Hoy, Kellogg Endowed Chair in Agricultural Ecosystem Management, The Ohio State University
- Brad Masi, Co-author of "The 25% Shift, Regional Economy + Future"
- Jeff Eschmeyer, Owner and Operator, Harvest Sun Farm, New Knoxville, Ohio

11:00 A.M. Networking Break

11:15 A.M. Good Food Financing

Whether a farm business, a grain mill, a food hub, or a school, the future of local food must be rooted in sound economics and viable business models. Finance experts and practitioners will share their wisdom.

Moderator: David Wilhelm, Founding Partner, Woodland Venture Management

Panelists:

- Tony Logan, Ohio State Director, USDA Rural Development
- Gary Matteson, Vice President of Young, Beginning, Small Farmer Programs, The Farm Credit Council
- Leslie Schaller, Director of Programming Appalachian Center for Economic Networks (AceNET)
- Steve Fireman, President, Economic Community Development Institute

12:15 P.M. Buffet Lunch Served *Sponsored by OSU Extension*

- 12:30 P.M. Working Lunch**
- Remarks by Oran Hesterman, President & CEO, The Fair Food Network
- 1:30 P.M. Making the Local Food Connection: Institutional Purchasing and Solving the Aggregation, Distribution, and Infrastructure Challenge**
This panel will feature individuals from Ohio and beyond who are involved in institutional purchasing and others who will explain how they are tackling the challenges associated with the aggregation, distribution, and infrastructure of local food.
- Moderator:** Julie Fox, Program Director, Ohio Farm to School Program, OSU
- Panelists:**
- Charles Dilbone, Director of Business Operations, Granville City Schools
 - Randy Riley, Division Produce Sales Promoter, Kroger
 - Haile Johnston, Founder and Executive Director, Common Market, Philadelphia, PA
- 2:30 P.M. Networking Break**
- 2:45 P.M. Changing Policy to Support Local Food Economies**
From local zoning and regional planning to federal food and agriculture laws, policy can help or hinder continued growth of a local food economy. A few of Ohio's leaders will discuss their efforts to change policy to support local food economies.
- Moderator:** Bobby Moser, Dean, The Ohio State University College of Food, Agricultural and Environmental Sciences
- Panelists:**
- Lenny Eliason, Athens County Commissioner, Athens, Ohio
 - Bob Boggs, Former Director, Ohio Department of Agriculture
 - Katharine Ferguson, Agriculture Policy Advisor, U.S. Senator Sherrod Brown
- 3:45 P.M. Building on Best Practices and Looking Forward**
Ohioans who are making local work will share lessons learned, best practices, and lead a discussion on what it will take to grow Ohio's local food economy in the years to come.
- Moderator:** Jill Clark, OSU John Glenn School of Public Affairs
- Panelists:**
- Mary Donnell, Executive Director, Green City Growers, Cleveland, Ohio
 - Noreen Warnock, Co-Founder, Local Matters, Columbus, Ohio
 - Jessica Eikleberry, Market Manager, Local Roots, Wooster, Ohio
 - Ben Sipple, Owner and Operator, Sipple Family Farms, Mt. Gilead, Ohio
 - Ryan Lang, Co-founder, Middle West Spirits, LLC, Columbus, Ohio
- 4:45 P.M. End of Conference**
- 5:00 P.M. Networking with Ohio Beverages, Tour of Middle West Spirits and Reception at Brothers Drake Meadery & Bar**
Location: 1230 Courtland Avenue, Columbus, OH 43201